



PMUSA.com Health Issues Content Lab Worksheet

April 12, 2002

- Next steps:
- New content ^{tree (mid-level site architecture)} await. for PM/USA review
within ~~2 months~~ ^{a few weeks (beginning of May)} (mid-June)
 - Draft a 'Lung cancer' content site (Low)
by mid May

Spell out objection and Scope
on website
(Tobacco Issues)

"A disclosure site"

vs.

Unful inf. as seen by audiences

• Why it may matter to you.

- People want hard facts and pictures re
discovers
- Direct cessation tools
- Rate "Health issues for smokers" in the hierarchy

• Health issues for smokers
" " " " " "

PMUSA.com *Health Issues* Content Lab Worksheet
NOVO / Giant Step — 4/12/02

Section I – Facts about your category to consider.

a. Relevant ISAR (Internet Solutions Analysis Report) Results: February 2002

- #25 top page viewed within PMUSA.com for February
 - 3,452 page views; 0.6% of PMUSA.com overall page views
- *Health Issues* was not in the Top 25 Entry pages for February, but conversely was the #17 exited page within site
- As the #3 visited page in Tobacco Issues, *Health Issues*' page views makes up 12% of the sections overall traffic
- Visitors to the *Health Issues* page consistently make their way to both *Ingredients In Cigarettes* and *Tar & Nicotine Numbers* sub-sections during their visits

b. Relevant focus group findings

- Many focus group participants complained that this section's information was not practical or useful.
- Many focus group participants said the *Quitting Smoking* section doesn't provide concrete recommendations or action steps on how to quit.
- Many focus group participants said that the most important issue for PMUSA.com should be "health issues related to smoking."

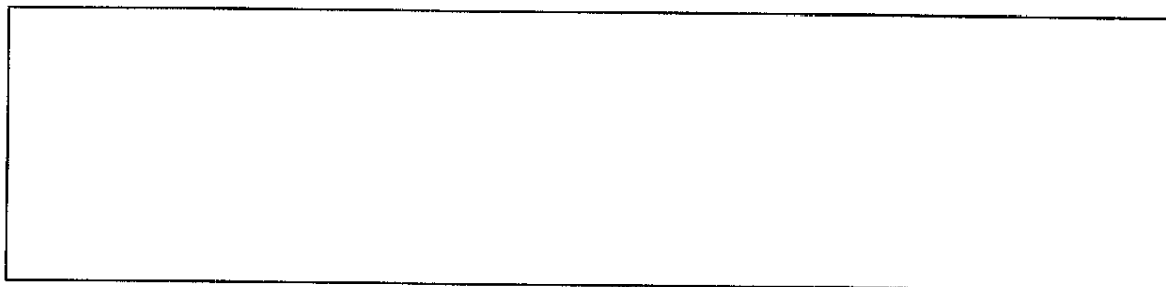
Section II – Discussion topics to consider for your group's Content Lab. *Please answer the following prior to your Content Lab.*

a. How have your group's objectives changed since your last content update?

b. Do you own content in your site section that **must not** change?

c. Do you own content in your site section that **must** change?

- d. What site features would you like to have in your section to encourage dialogue with your audiences (i.e., opinion poll, newsletter registration, etc...)?



- e. What content in your section would you like to see represented graphically (i.e., statistics as charts, etc...)?

